

HF
5429
.5
F74
F74
1976
IGSL
UCB



FREMONT RETAIL OPPORTUNITIES

INSTITUTE OF GOVERNMENTAL
STUDIES LIBRARY

JUN 14 1976

UNIVERSITY OF CALIFORNIA

Retail today Fremont
Business promotion "11"

CONTENTS

WELCOME TO FREMONT	3
FREMONT HAS UNTAPPED POTENTIAL	5
FREMONT HAS A SOLID POPULATION BASE	7
FREMONT HAS ROOM TO GROW	9
FREMONT SITES ATTRACT	11
FREMONT SITES ARE IMPROVED	13
FREMONT SITES ARE ENVIRONMENTALLY SOUND	15
FREMONT SITES HAVE LOWER COSTS	17
FREMONT ADDS UP TO ATTRACTIVE OPPORTUNITIES	19
FOR FURTHER INFORMATION	21

HF 5429

5

F74 F74

1976

IGSL

UCB





City of Fremont

City Government Building
Fremont, California 94538

May 1976

MEMBERS OF THE RETAIL AND DEVELOPMENT COMMUNITY

I would like to take this occasion to invite you to consider the opportunities afforded within the City of Fremont.

Fremont is a young and growing city. Although it is located near the center of the San Francisco Bay Region, its prominence and identity has not yet been recognized.

As decay, obsolescence and inconvenience become more pronounced in many of the cities around the Bay, Fremont will continue to attract new families and investment due to its initial and continuing quality of development.

Businesses and enterprises already located in Fremont enjoy greater than average sales. I believe that significant opportunities exist for additional retail and service outlets.

Speaking for the members of the Fremont City Council, I can assure you of our whole-hearted support for continuous economic development and expansion.

The staff of the City has been directed to work closely with the development community to assist in the identification of opportunities, the securing of information, the preparation of submittal documents and the expediting of permits. You will find the entire Community/Economic Development Department staff most helpful. I suggest your early contact with the City.

Sincerely,

Gene Rhodes

GENE RHODES
Mayor

GR:gt



FREMONT HAS UNTAPPED POTENTIAL

The spacing of regional shopping centers in the San Francisco Bay area shows a pronounced gap in the Fremont trade area. The nearest centers to Fremont are Southland in Hayward and East Ridge in San Jose. A new center is needed to serve the Fremont market.

Comparing purchasing power to actual sales shows the greatest opportunities in the Fremont area in:

general merchandise
apparel
home furnishings
specialty goods

eating & drinking
personal services
business services
entertainment

BAY AREA REGIONAL SHOPPING CENTERS



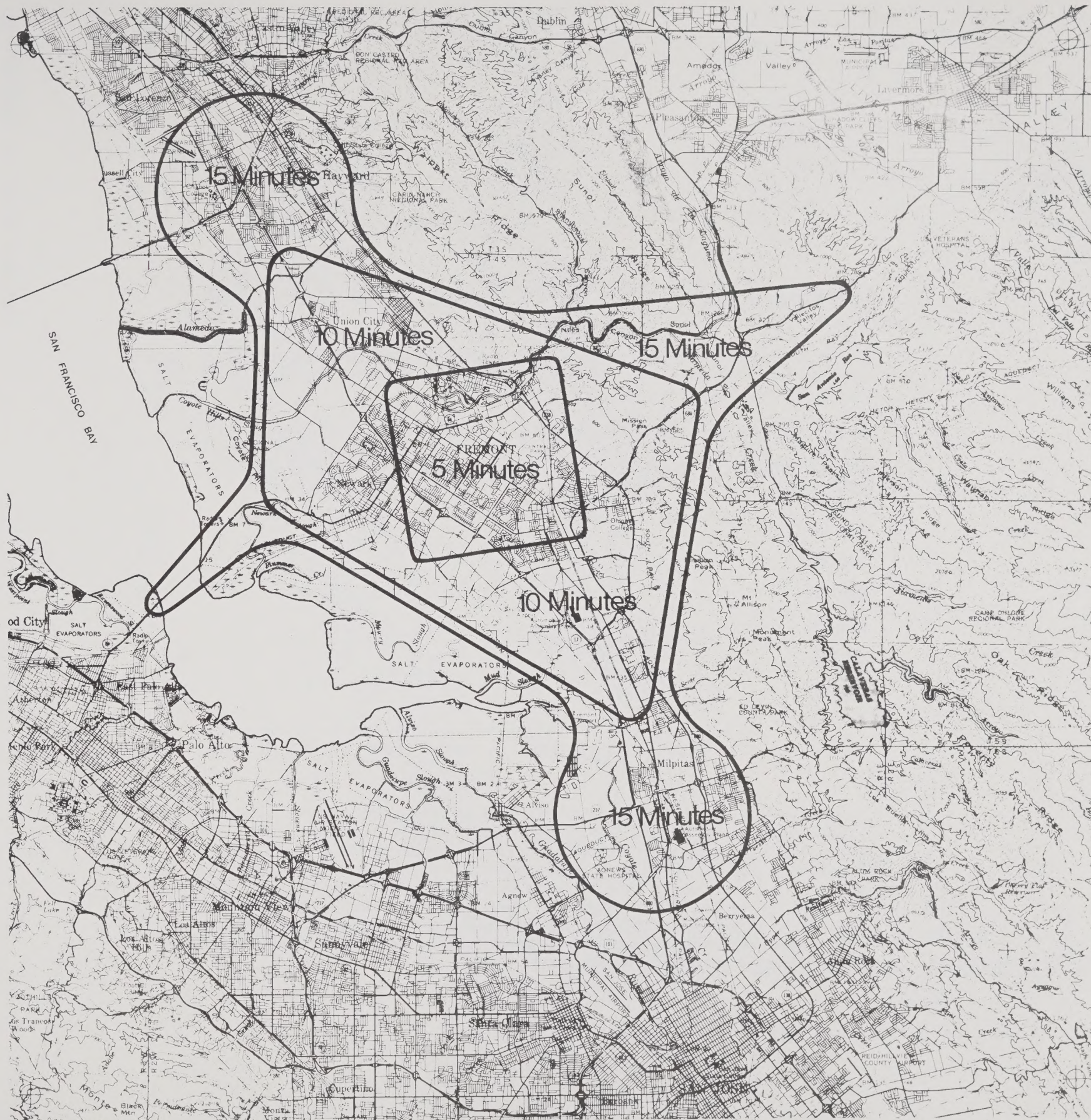
FREMONT HAS A SOLID POPULATION BASE

The present population of the Fremont primary trade area is over 200,000.

Excellent access via the Nimitz Freeway (Route 17), the Mission Pass Freeway (Interstate 680) and Fremont's system of modern thoroughfares brings this population within convenient driving time to the center of Fremont.

Driving Time	Population		
	Present	1985	1995
5 minutes	75,000	100,000	120,000
10 minutes	170,000	225,000	275,000
15 minutes	300,000	385,000	460,000

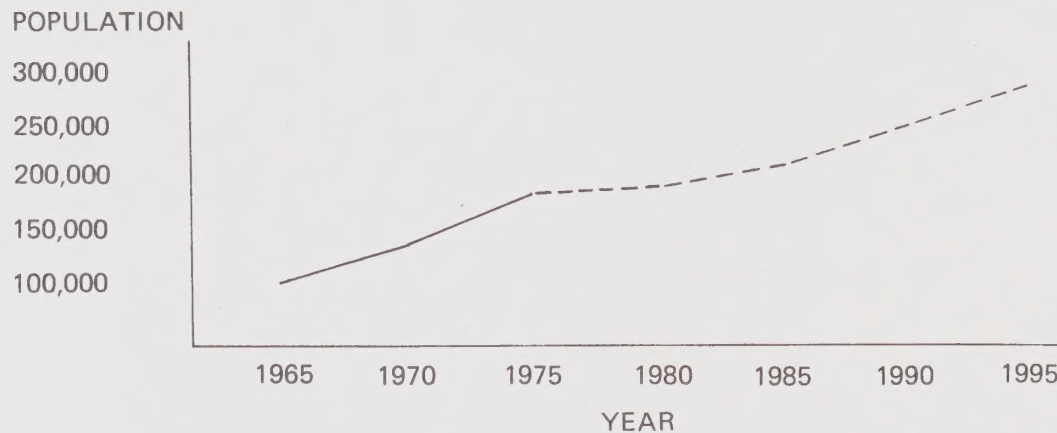
Families in the Fremont area have high income, young age and upward social and economic mobility. Fremont residents have the second highest family income of any city in the San Francisco Metropolitan Area and tenth highest in the State. Families in the Fremont area have a combined purchasing power estimated to be over \$1,200,000,000 in 1975.



FREMONT HAS ROOM TO GROW

Growth in Fremont reflects population movements southerly from Oakland and northerly from San Jose. Fremont is one of the last locations in the Bay Area where room exists for steady long term growth.

Between 1965 and 1975, the Fremont area grew from a population of 120,000 to 170,000 persons. By 1995, the Fremont area will have over 275,000 residents and almost double the present number of households. Buying power in 1995 will reach \$2,310,000,000 in 1975 dollars.



Fremont's steady growth is based on its easy access to regional employment via Bay Area Rapid Transit, the Nimitz and Mission Pass Freeways and the Dumbarton Bridge. Local employment opportunities are expanding as a result of an aggressive program of economic development. Well maintained neighborhoods create an attractive living environment within the reach of a wide range of family incomes. Excellent schools and a Community College combined with quality public services are assets to community life. Open space and recreational opportunities abound in the city's panoramic backdrop of hills, city and regional parks and the South San Francisco Bay National Wildlife Refuge. Most important, residents share a sense of Fremont's future.



BAY AREA
POPULATION DISTRIBUTION
MAP

ONE DOT = 1000 PEOPLE (1970)

FREMONT SITES ATTRACT

Available sites in Fremont are attractive to customers based on quick and convenient access. Fremont sites are not bottlenecked by being adjacent to a freeway interchange with too short an approach road. Many Fremont sites are accessible from all sides.

Linkage to two freeways is provided by a modern system of high capacity thoroughfares. Mowry Avenue is a free flowing six lane thoroughfare with central computer regulated traffic signals. Over 30,000 cars per day move from the Nimitz Freeway to Fremont's Central Area in as little as 1-1/2 minutes. Stevenson Boulevard, with improvements slated for the near future, will be a 4 and 6 lane thoroughfare. Future computerized signals will also pace traffic on Stevenson Boulevard. Fremont Boulevard, which serves many sites, attracts over 30,000 cars and runs the length of the city. Paseo Padre Parkway runs the length of the city and provides a direct link to Interstate 680. Mission Boulevard connects Fremont with Hayward and points north along the face of the foothills in the eastern part of the region. This system of modern thoroughfares provides fast and convenient access from all areas of the region to commercial sites in Fremont.

Fremont commercial sites have the added attraction of being adjacent to areas of high density residential development. This provides an immediate supporting population for a variety of retail and service uses. In addition, the existence of established commercial outlets in many locations provides an added magnet and have established habits of patronage for areas containing available sites.

TWO WAY FLOW ENLARGEMENT

C.B.D. ENLARGEMENT

13.250 10.250

MOWRAY

10.625 2.1



FREMONT SITES ARE IMPROVED

Fremont sites offer the advantages of "in-town" locations without the disadvantages found in older cities. Many available sites are served by adjacent water, sewer, gas, electric and phone services. Bus routes and the Bay Area Rapid Transit are linked to provide public transportation to all parts of the city. Public buildings (the Civic Center, Washington Hospital, a proposed Kaiser Hospital, and a new South County Court House, and two new State Schools to be constructed in the near future) create a positive image for many sites in Fremont. In this Fremont atmosphere, shopper confidence is high and crime is low.

PHOTO : PACIFIC AERIAL SURVEYS

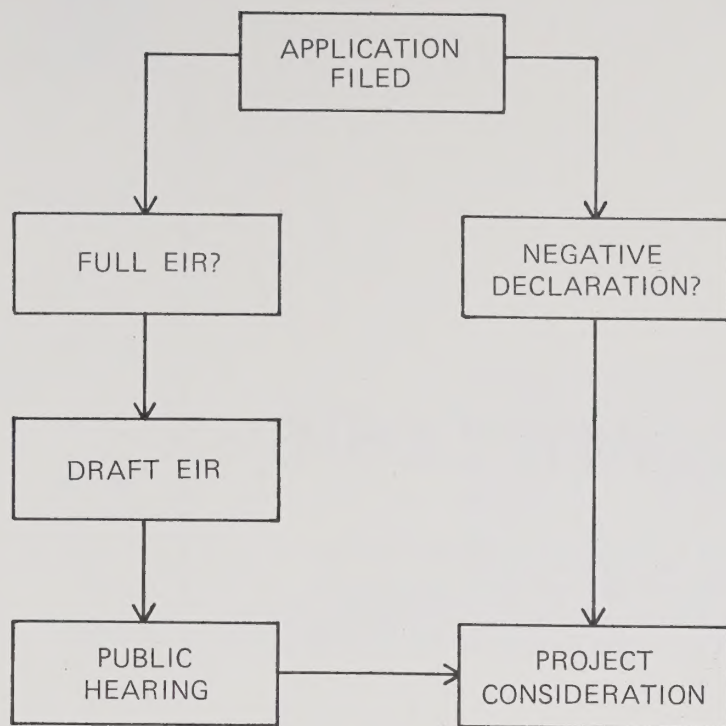


FREMONT SITES ARE ENVIRONMENTALLY SOUND

The City of Fremont's Environmental Impact Report process, as required by State law, is simple and effective. If it is determined that a development needs a full Environmental Report, a minimum of delay occurs because there are few environmental unknowns affecting sites in Fremont. Unknowns and delays add to project costs.

Fremont's streets are planned for the heavy volumes of traffic generated by region serving commercial activities. Adverse impacts are avoided. Air quality is improved and energy consumption reduced by providing shopping opportunities in the center of population of the Fremont area and by the availability of bus and Bay Area Rapid Transit services. Reports completed for the City have indicated that hazards from earthquake faults are highly localized and readily identifiable while liquefaction potential in Fremont is significantly less than lands at lower elevations nearer the Bay. Soils in the flat lands of Fremont are generally in the top development capability class.

Regional, state and federal agencies and groups favor "in-town" sites such as those available in Fremont because of their preferred environmental affect.



ENVIRONMENTAL IMPACT REVIEW PROCESS



UTILITIES AND PIPELINES

GENERALIZED LAND CAPABILITY



FIXED BUS ROUTES



FREMONT SITES HAVE LOWER COSTS

Real property taxes are a major category of expense for commercial developments. The combined property tax rate of \$12.763 per one hundred dollars of assessed valuation gives Fremont the third lowest overall tax rate of cities in Alameda County. Of suburban cities, Fremont has the lowest tax rate.

Other costs in Fremont are also low.

Costs resulting from delays in project approvals are minimized by the City's simplified and effective Environmental Review process. The issuance of building permits is quick and efficient through the City's "one stop shop" plan review process under the responsibility of the City's Economic Development Director.

Fire insurance costs are low based on the City's excellent fire protection system.

Losses due to theft and vandalism are low due to good lighting and access within the City's modern commercial areas and its highly trained police force.

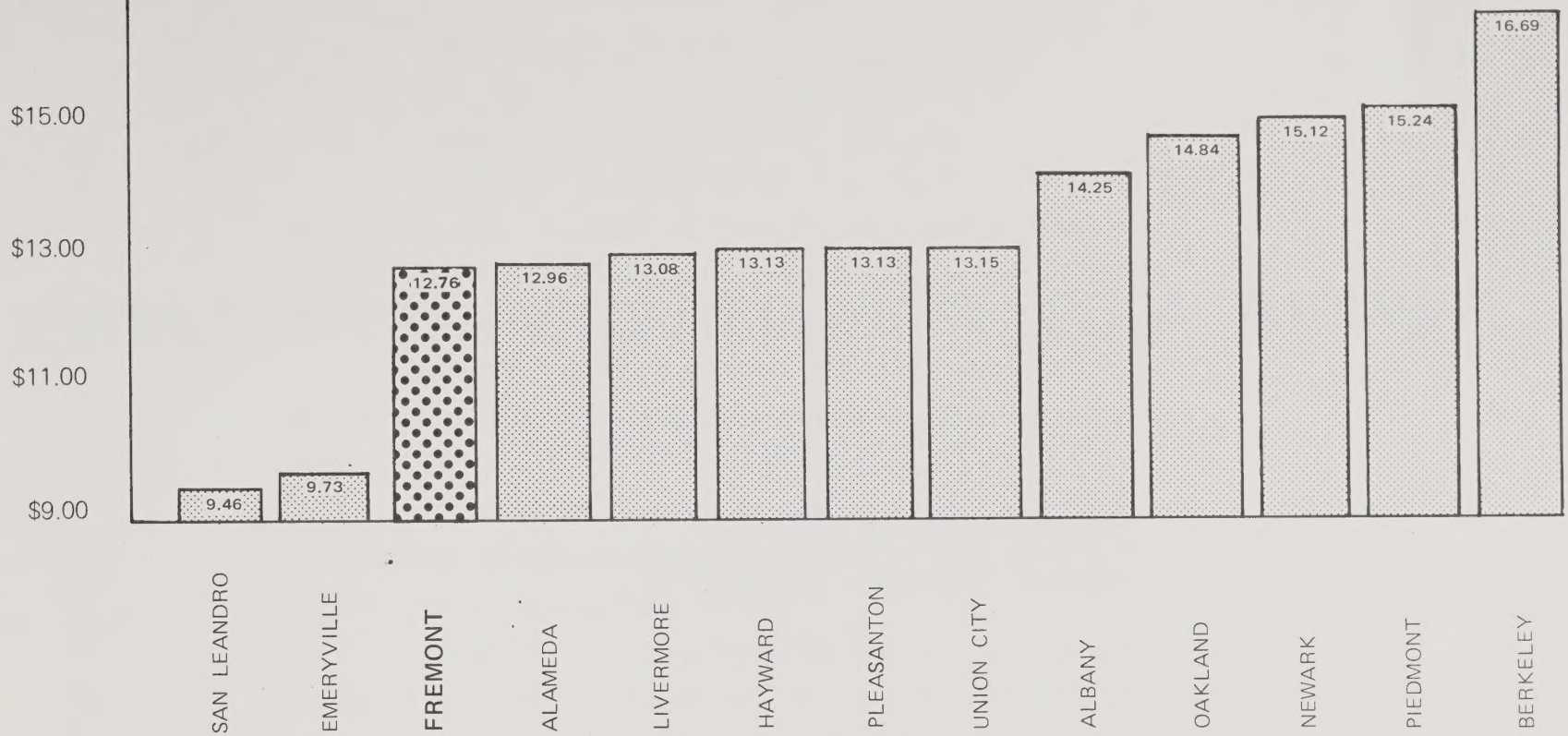
The availability of utilities means that expensive trunk line extensions are not required.

Expensive redesign of streets or interchanges is not necessary due to the City's forward looking circulation plans and major improvements already completed.

Improvement costs are competitive with other locations in the Bay region.

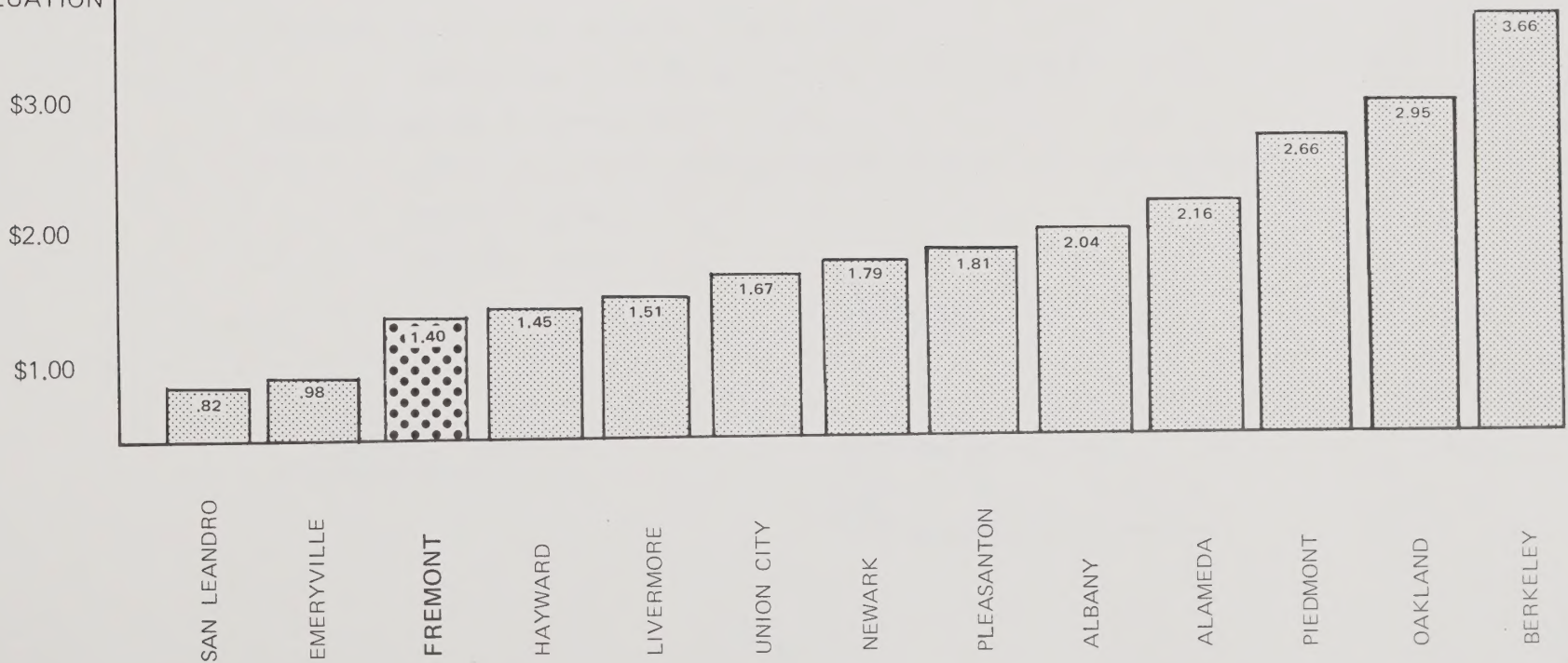
\$/100
ASSESSED
VALUATION

TOTAL TAX RATE



\$/100
ASSESSED
VALUATION

CITY TAX RATE



FREMONT ADDS UP TO ATTRACTIVE OPPORTUNITIES

FREMONT HAS UNTAPPED POTENTIAL.
FREMONT HAS A SOLID POPULATION BASE.
FREMONT HAS ROOM TO GROW.
FREMONT SITES ATTRACT.
FREMONT SITES ARE IMPROVED.
FREMONT SITES ARE ENVIRONMENTALLY SOUND.
FREMONT SITES HAVE LOWER COSTS.

RESOLUTION NO. 3868

RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF FREMONT DECLARING SUPPORT OF
THE CITY COUNCIL FOR THE ESTABLISHMENT
OF A REGIONAL SHOPPING CENTER IN
FREMONT.

WHEREAS, a report entitled "Commercial Activity Study"
prepared by the Department of Community and Economic Development
indicated an untapped significant retail sales potential within
the trade area, and;

WHEREAS, no major regional shopping center in the
context of present definitions, exists within the Fremont area,
and;

WHEREAS, the Planning Commission of the City of Fremont
has recommended that the City Council support the concept of a
regional center within Fremont, and;

WHEREAS, it is both necessary and desirable to provide
potential developers of a regional shopping facility with assurances
as to the City's position relative to such development;

NOW THEREFORE, BE IT RESOLVED by the City Council of the
City of Fremont that the City Council supports the establishment
of a regional shopping center in Fremont, and that the staff is
directed to actively assist in this endeavor.

ADOPTED May 4, 1976, by the City Council of the City of
Fremont, by the following vote, to wit:

AYES: Councilmen Azevedo, Dillon, Lampert, Mezzetti, Rhodes

NOES: None

ABSENT: None

Gene Rhodes
Mayor

ATTEST:

Rosa N. N.
City Clerk

APPROVED AS TO FORM:

Alb E. Spayre
City Attorney

FOR FURTHER INFORMATION

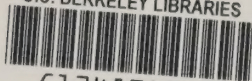
FOR SPECIFIC INFORMATION REGARDING CITY PLANS,
ZONING AND DEVELOPMENT PROCESSING, CONTACT:

Community/Economic Development Department
City Government Building
Fremont, California 94538
(415) 796-3309

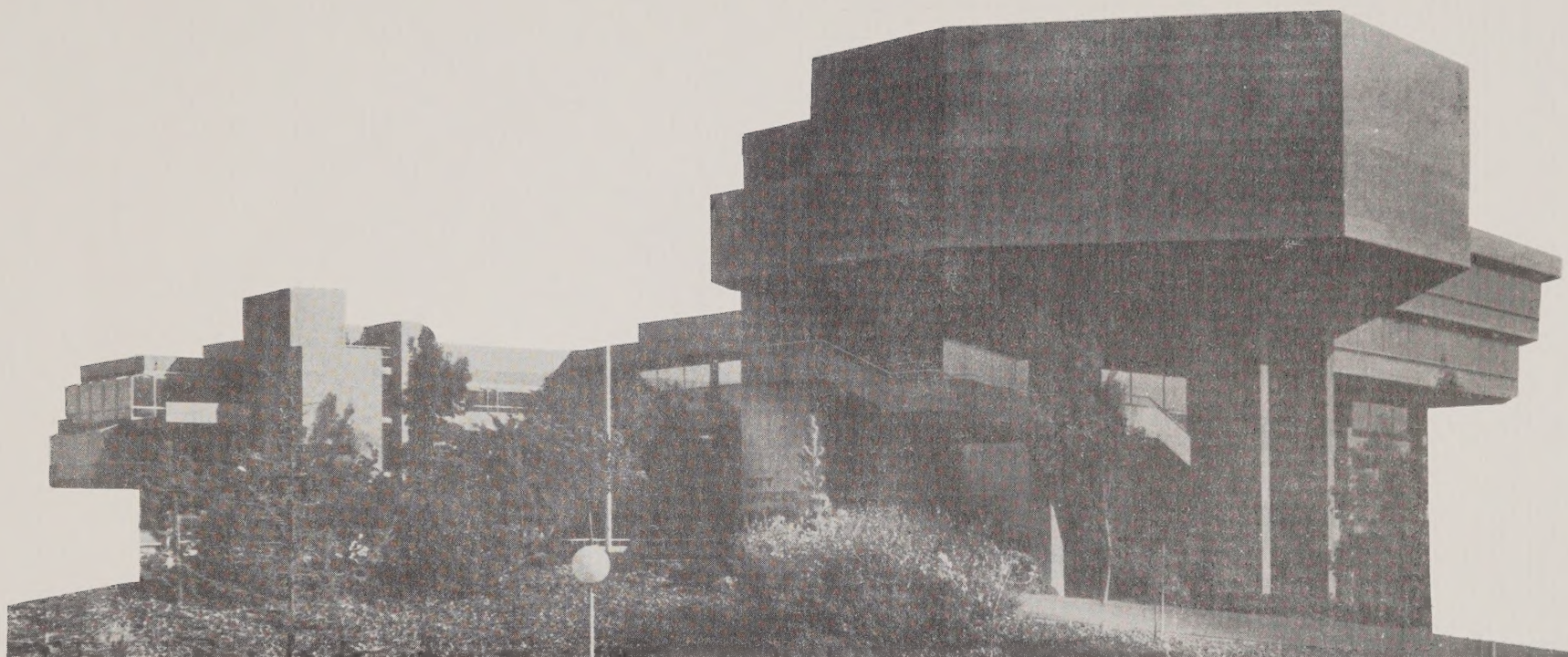
FOR OTHER INFORMATION, CONTACT:

Fremont Chamber of Commerce
39737 Paseo Padre Parkway
Fremont, California 94538
(415) 657-1355

U.C. BERKELEY LIBRARIES



C124878310



CITY OF FREMONT GOVERNMENT BUILDING

